

Lorex grows its partner program by 108% with OPM Pros and impact.com



Situation

Rising fees

Lorex is a leader in state-of-the-art professional-grade security systems, for private homes and businesses.

Under OPM Pros program management, their affiliate program was growing exponentially fast, and because the program was being run on top of a legacy network, the fees were growing higher too.

Lorex sought a solution that could help them scale their program more efficiently while providing them distinct insights into the nature of the partnerships they were leveraging.

About

Lorex

[Lorex](#) offers connected video security camera systems that are ideal for home and business owners, parents, caregivers, and anyone else who needs to watch over the people and property that matter in their lives.



Solution

Transparency into upper funnel partnerships

The team decided to enroll in a more economically aligned payment model for their affiliate program — one that would not punish them for growing larger.

OPM Pros helped Lorex migrate their program from a legacy network to impact.com’s platform, which provided them with a monthly fixed-price affiliate payment model.

OPM Pros also leveraged impact.com’s Optimize reports to drill down into the customer journey and better understand which partners drove upper funnel traffic.

This allowed them to align value where it was merited.

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“impact.com is one of the best platforms because it is transparent, allows for a lot of personalization, and is the latest in cutting-edge technology.”

Diana Lozano

Senior Account Manager
OPM Pros



Outcome

Program grows revenue and diversifies partner portfolio

Armed with detailed insights, OPM Pros recruited a more diverse set of publishers for Lorex to drive more upper funnel traffic and drive conversions. With impact.com, OPM Pros was able to commission publishers according to the true value they brought to the program.

Lorex's revenue increased by 108% when comparing 2016 results (when Lorex was fully on a legacy network) to 2018 data (when they had completely migrated onto impact.com).

If the Lorex affiliate program had continued to live on the legacy network in 2018, Lorex would not have been able to reach nearly six-figures in cost savings in network fees.

